FIG. 1

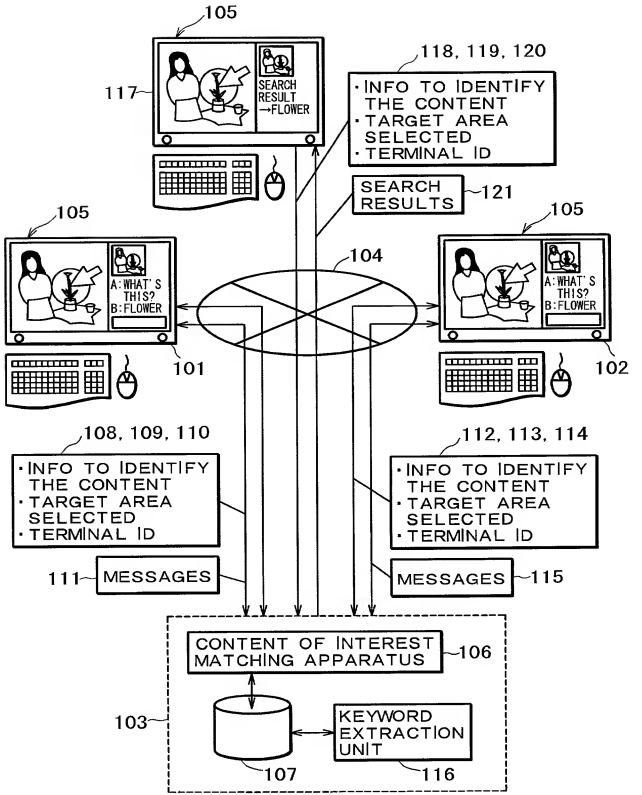


FIG. 2

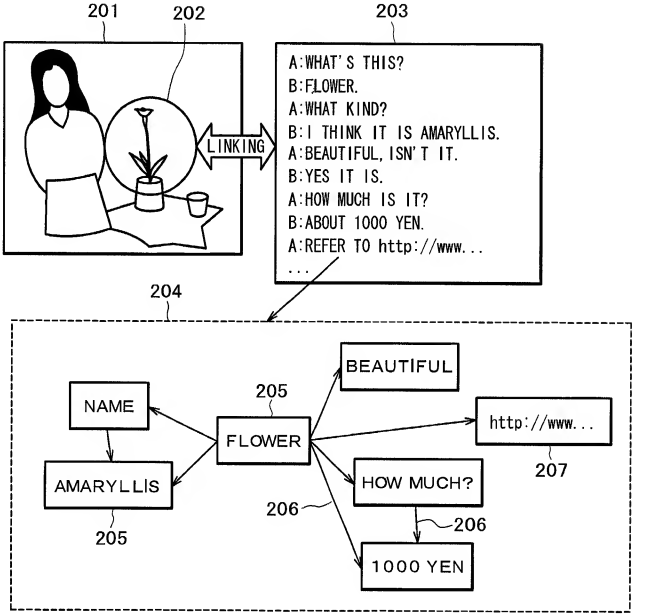

201
202
203
LINKING
A:WHAT'S THIS?
B:FLOWER.
A:WHAT KIND?
B:I THINK IT IS AMARYLLIS.
A:BEAUTIFUL, ISN'T IT.
B:YES IT IS.
A:HOW MUCH IS IT?
B:ABOUT 1000 YEN.
A:REFER TO http://www...
...
204
NAME
205
FLOWER
BEAUTIFUL
http://www...
207
AMARYLLIS
205
HOW MUCH?
206
206
1000 YEN

FIG. 3

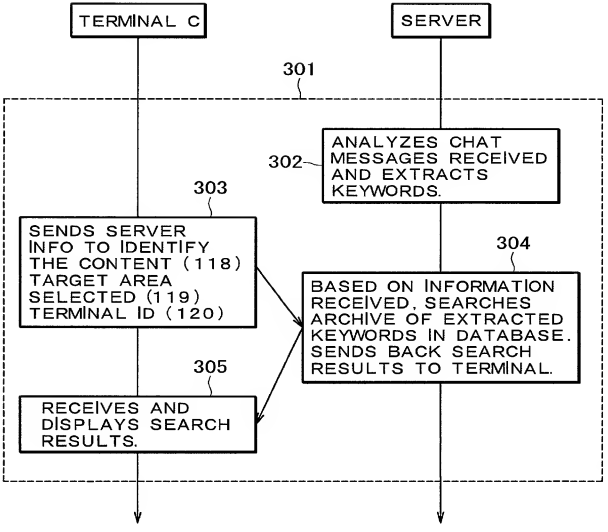


FIG. 4

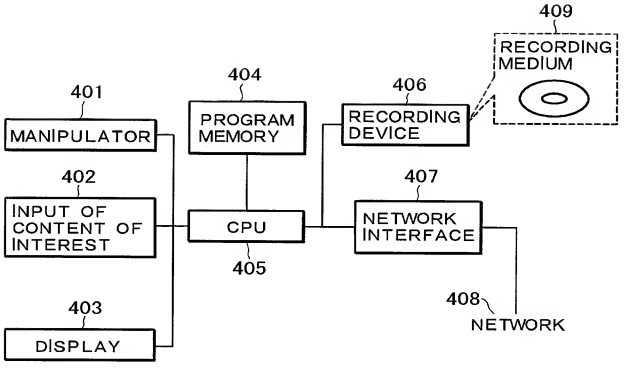


FIG. 5

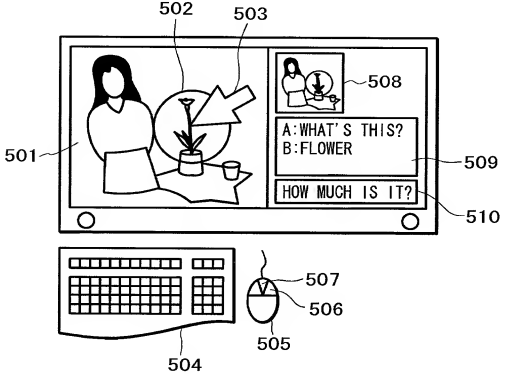


FIG. 6

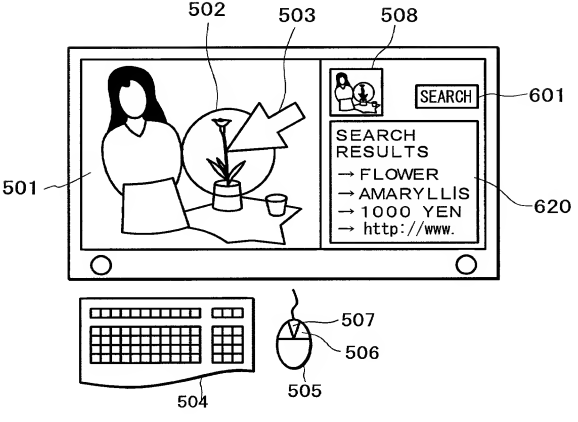


FIG. 7

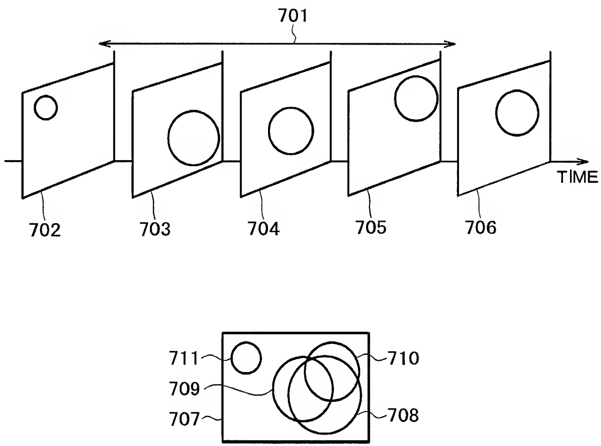


FIG. 8

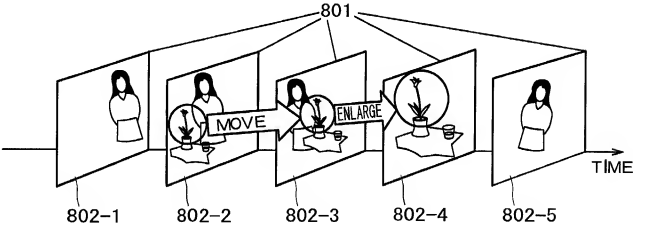


FIG.9

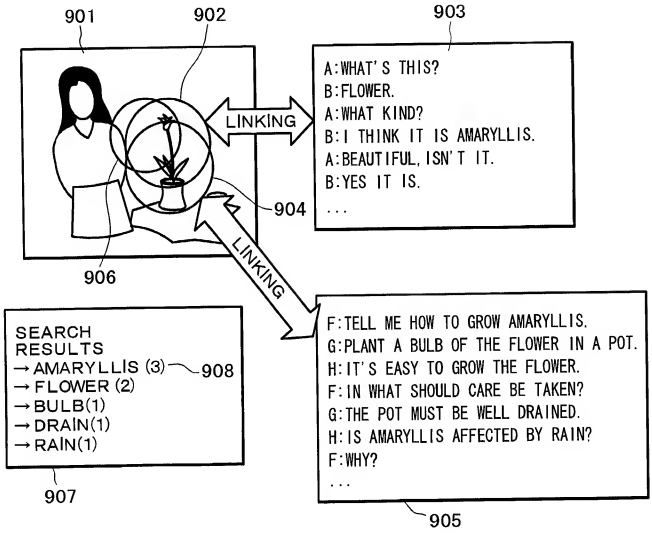
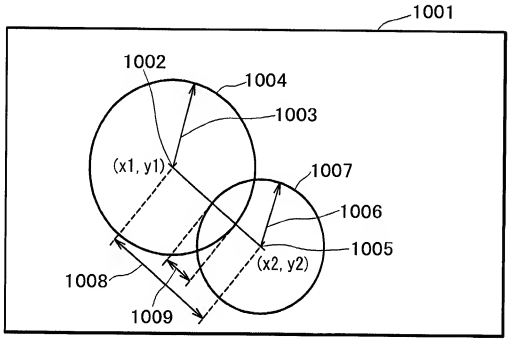

901
902
903
A:WHAT'S THIS?
B:FLOWER.
A:WHAT KIND?
B:I THINK IT IS AMARYLLIS.
A:BEAUTIFUL, ISN'T IT.
B:YES IT IS.
...
LINKING
904
LINKING
906
SEARCH
RESULTS
→AMARYLLIS (3)
908
→FLOWER (2)
→BULB(1)
→DRAIN(1)
→RAIN(1)
907
F:TELL ME HOW TO GROW AMARYLLIS.
G:PLANT A BULB OF THE FLOWER IN A POT.
H:IT'S EASY TO GROW THE FLOWER.
F:IN WHAT SHOULD CARE BE TAKEN?
G:THE POT MUST BE WELL DRAINED.
H:IS AMARYLLIS AFFECTED BY RAIN?
F:WHY?
...
905

FIG. 10



EXAMPLE OF CALCULATING MATCHING DEGREE H (1010)

WHEN $0 \leqq D \leqq \max(r1, r2) - \min(r1, r2)$	$H = d/(r1+r2) = 2 \times \min(r1, r2)/(r1+r2)$
WHEN $\max(r1, r2) - \min(r1, r2) \leqq D \leqq r1+r2$	$H = d/(r1+r2) = (r1+r2-D)/(r1+r2)$
WHEN $r1+r2 \leqq D$	$H = d/(r1+r2) = 0$

WHERE MAX (a, b) IS THE VALUE OF a OR b WHICH IS GREATER AND MIN (a, b) IS THE VALUE OF a OR b WHICH IS SMALLER.

FIG. 11

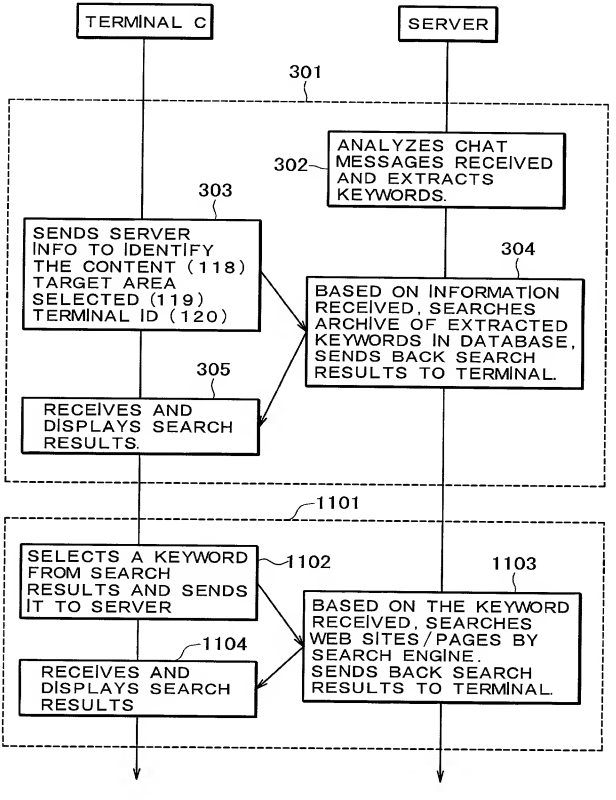


FIG. 12A

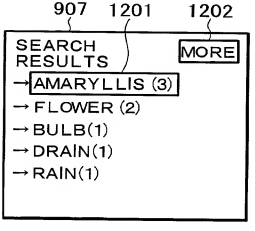


FIG. 12B

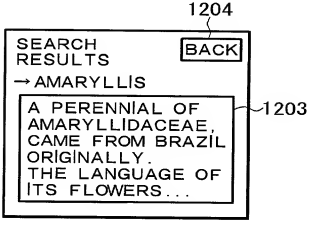
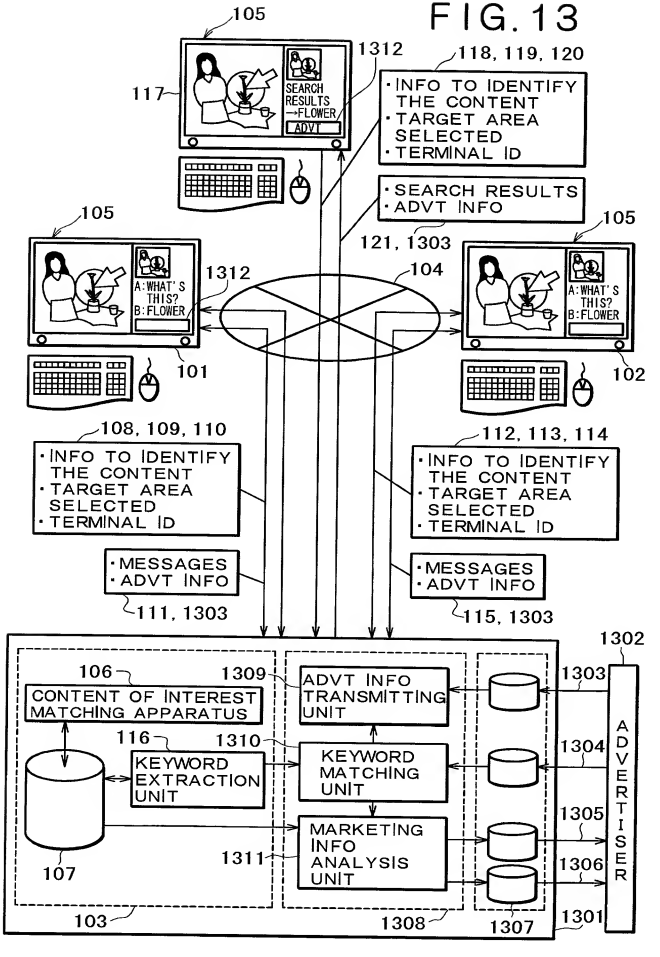


FIG. 13


105
1312
118, 119, 120
117
SEARCH RESULTS →FLOWER
ADVT
·INFO TO IDENTIFY THE CONTENT
·TARGET AREA SELECTED
·TERMINAL ID
·SEARCH RESULTS
·ADVT INFO
121, 1303
105
105
A:WHAT'S THIS?
B:FLOWER
1312
104
A:WHAT'S THIS?
B:FLOWER
101
102
108, 109, 110
112, 113, 114
·INFO TO IDENTIFY THE CONTENT
·TARGET AREA SELECTED
·TERMINAL ID
·INFO TO IDENTIFY THE CONTENT
·TARGET AREA SELECTED
·TERMINAL ID
·MESSAGES
·ADVT INFO
111, 1303
·MESSAGES
·ADVT INFO
115, 1303
1302
106
1309
ADVT INFO TRANSMITTING UNIT
1303
CONTENT OF INTEREST MATCHING APPARATUS
116
1310
KEYWORD MATCHING UNIT
1304
KEYWORD EXTRACTION UNIT
1305
MARKETING INFO ANALYSIS UNIT
1306
1311
107
ADVERTISER
103
1308
1307
1301